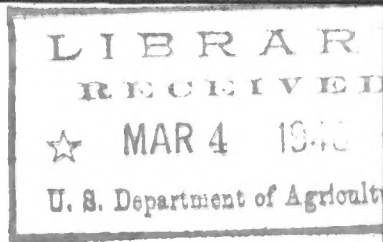


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62.09



Special Prices

FOR

PAUL J. HOWARD'S

DORMANT ROSES

(BARE-ROOT)

AND

FLOWER SEED NOVELTIES

JANUARY 1940



PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

250 SO. LA BREA AVE.



LOS ANGELES



TEL. WHITNEY 1141

Paul J. Howard's Choice Roses

CALIFORNIA GROWN FOR THE ROSE GARDENS OF THE WORLD

Extra large, strong, bushes, skillfully grown and carefully selected. Paul J. Howard's superior rose bushes are eager to grow, will bloom in a few weeks after planting. Our fine roses are available dormant until March 15, after which time we supply only large, strong roses established in large containers. For shipping by mail or express order dormant roses before March 15.

PLANT EARLY FOR BEST RESULTS

All America

ROSE SELECTIONS FOR 1940

These five roses were chosen as outstanding by competent judges in fourteen separate trial gardens in various sections of the country. Our California field-grown rose bushes are the most vigorous that can be produced.

See the descriptions of these new roses in the alphabetically arranged list.

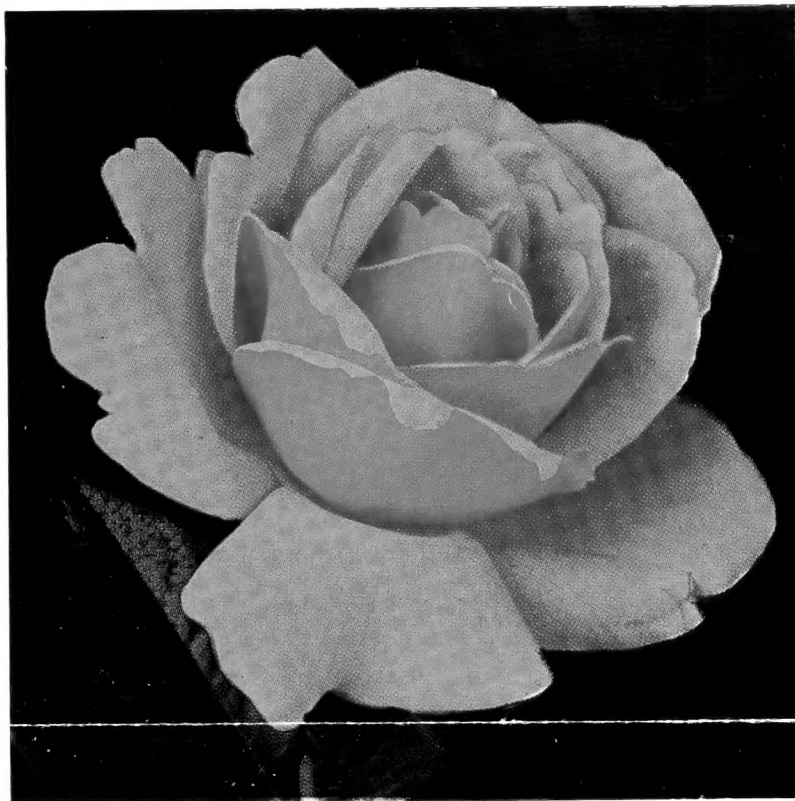
APRICOT QUEEN	\$1.50
CALIFORNIA	\$1.50
DICKSON'S RED	\$1.50
THE CHIEF	\$1.50
WORLD'S FAIR	\$1.00

Collection, one each of the All-American Roses at the special price of. **\$5.95**

POSTPAID ANYWHERE IN THE U.S.A.

We ship Roses Dormant (bare-root) Bush and Climbing Roses **postpaid** anywhere in the U.S.A. at the regular prices in this list, until March 15. California customers please add 3% Sales Tax. Tree Roses shipped by express, charges collect. **Safe delivery guaranteed.**

Our California-grown roses bloom a few weeks after planting.



CALIFORNIA

PAUL J. HOWARD'S

World's Finest New Roses

DORMANT (BARE-ROOT) PRICE LIST. VOID AFTER MARCH 15.

AUTUMN. Burnt orange, gold and red.\$.50
ETERNAL YOUTH. (Pat. rights reserved). Perfect buds and flowers clear pink touched with salmon with gold at base of each petal. (See plate below.)\$1.50

APRICOT QUEEN. (Patented). 1940 All-America Rose Selection. Orange and apricot at base of petals merging to salmon rose in the fully developed bloom give a lovely new combination of colors. The beautiful long pointed buds, and fragrant open flowers with well placed petals of great substance are exceptionally long lasting.\$1.50

BOUTONNIERE. Aptly named, because the charming small pointed buds and double flowers are perfect to wear in your buttonhole, or to use in bud vases. Soft salmon coral in color, freely produced on vigorous bushy plants. This new type rose will undoubtedly be a favorite. ... 1.25

CALEDONIA. Most popular pure white.50

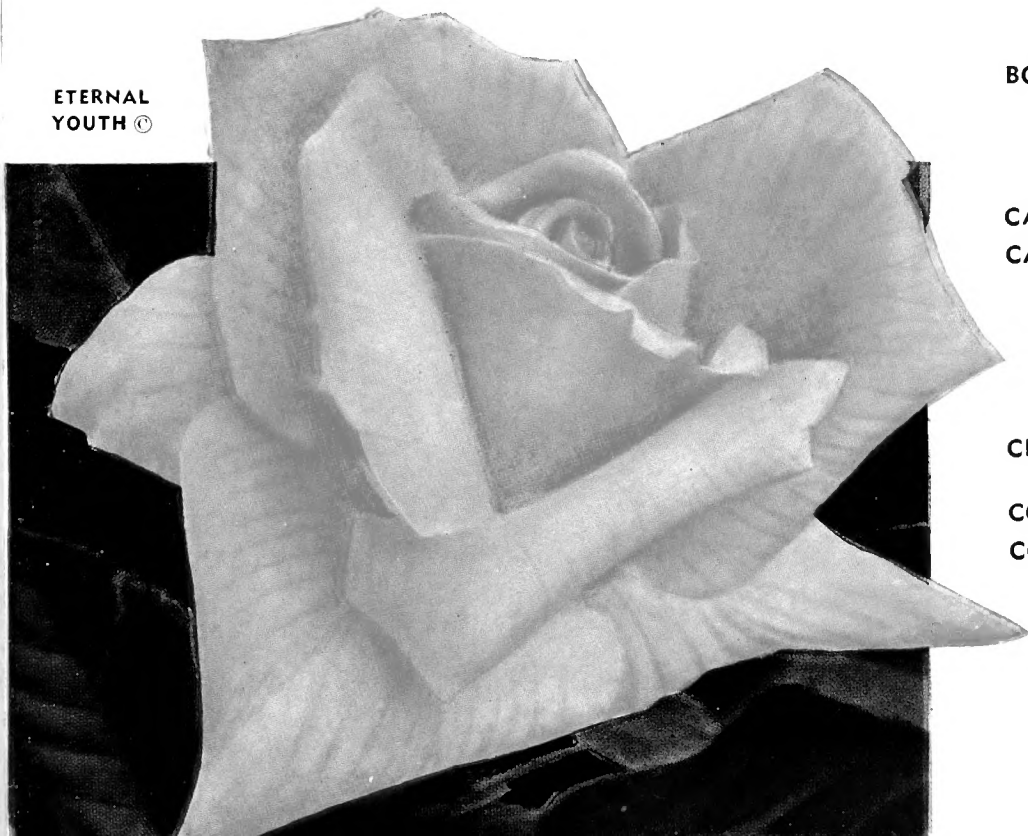
CALIFORNIA. (Patented). 1940 All-America Rose Selection. The color is a glorious shade of ruddy orange toned with saffron yellow, colors so intense that this flower has an indescribable brilliancy. The fragrant flowers, made up of large, thick petals, are of great size; buds pointed. The long stems have glossy green foliage. (See above). 1.50

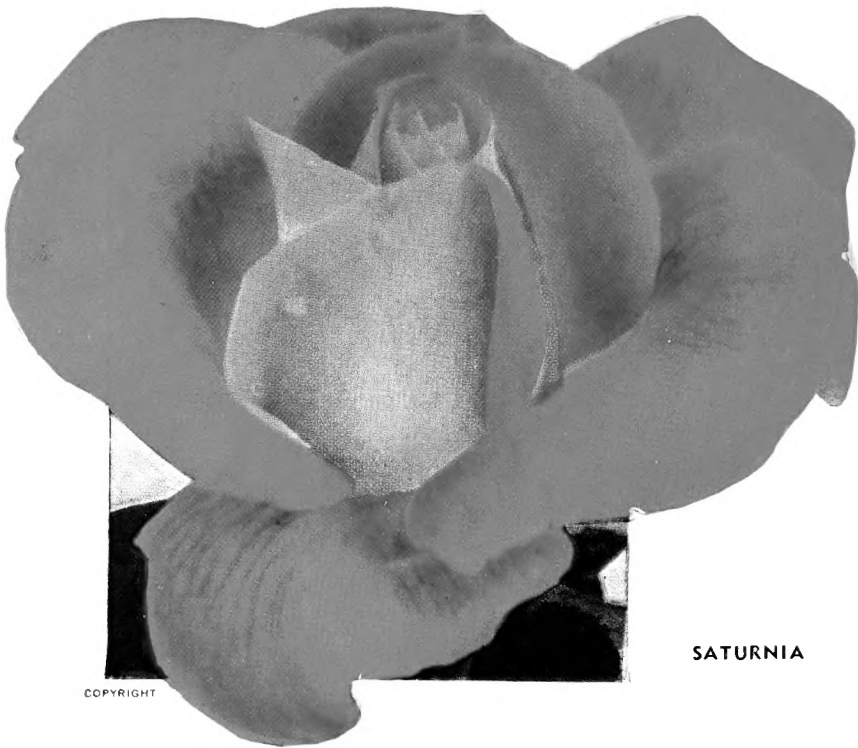
CHRISTOPHER STONE. Scarlet crimson, brilliant and glowing, with deep velvety sheen. 1.00

CONDESA DE SASTAGO. Copper-rose and gold.50

CONTRAST. One of the most beautifully formed flowers we have ever seen, and certainly unique in coloring. The flowers are distinctly bicolor, vermilion-scarlet on upper surface of petals, underside bronzy gold. The color varies from vermilion to rich rose at different seasons, but is always beautiful. Fragrant. The bushes are upright, very strong and healthy, and bloom freely. 1.00

ETERNAL
YOUTH ©





SATURNIA

- HECTOR DEANE.** (Patented). A lovely and intensely fragrant coral red, and gold rose. Buds nicely shaped, ideal for cutting on extra strong, upright bushes. (See back page.)\$1.50
- HOOSIER BEAUTY.** Velvety crimson-scarlet.50
- IMPERIAL POTENTATE.** Very fragrant rose-pink.50
- INNOCENCE.** Lovely single pure white.75
- IRISH CHARM.** Perfect buds and flowers of salmon pink, tinted apricot.75
- IRISH ELEGANCE.** Single bronzy apricot.50
- IRISH FIREFLAME.** Single deep orange flame.75
- ISOBEL.** Large single terra-cotta-rose.75
- J. OTTO THILLOW.** Clear rose pink. Exceptional.50
- KAISERINE AUGUSTA VICTORIA.** Pearly white.50
- LOS ANGELES.** Flame pink.50
- LOUISE CATHERINE BRESLAU.** Water-lily shaped coppery orange.75
- LUCY MARIE.** Yellow, splashed with red.50
- LULU.** Exquisite buds of coppery salmon-rose.75

SATURNIA. At upper left. (Pat. rights reserved). Brilliant cardinal red, reverse of petals salmon-yellow and copper \$1.00.

ROME GLORY. (Pat. applied for). Vigorous, robust, large cerise-red. Called "Red Dame Edith Helen". At left below. \$1.50

GOLDEN RAPTURE. At right. Pure deep golden yellow.75

HINRICH GAEDE. See colored plate on fourth page. Brilliant orange-vermilion. . . .75



GOLDEN RAPTURE

- MAJOR SHELLEY.** (Pat. applied for). A grand new California rose which won a gold medal in England. Rich, bright red, long buds and full flowers of exquisite texture and fragrance 1.50
- MARGARET MCGREDY.** Brilliant orange-red.50
- MARY HART.** (Pat. No. 8). The red Talisman. 1.00
- MCGREDY'S IVORY.** Large, high centered ivory white.75
- MCGREDY'S YELLOW.** Soft, uniform buttercup yellow.75
- MLLE. CECILE BRUNNER.** The "Sweetheart Rose". Soft salmon pink miniature flowers.50
- MME. HENRI GUILLOT.** (Patented). A Bagatelle Gold Medal winner. A harmony of reddish orange and pink, with flame-like glow, the large camellia-shaped open flowers have velvety texture, shell-like petals, and spicy odor. Very healthy, vigorous grower, glossy leaves 1.50
- MME. JOSEPH PERRAUD.** Nasturtium buff and pink. Simply exquisite in formation.75
- MRS. E. P. THOM.** Leading popular yellow rose.50
- MRS. LOVELL SWISHER.** Delightful salmon-flesh.50
- MRS. R. M. FINCH.** This delightful little rose is a favorite in flower shops for corsages and small vases and bowls. In form the flowers are like Cecile Brunner, but a richer pure rose-pink. Plant several bushes for a wonderful supply of charming flowers75
- MRS. SAM MCGREDY.** Dazzling coppery orange, flushed scarlet. One of the freest blooming and most elegant of bush roses.75

CRIMSON GLORY. (Pat. No. 105). Outstanding vivid crimson, in many sections it is the favorite deep red rose.\$1.25

CROWN OF JEWELS. (Pat. No. 149). Brilliant rose-red, magnificent bedder. 1.00

DAINTY BESS. Single blush pink, crimson stamens. Delicately beautiful, but lasting.50

DAME EDITH HELEN. Full, large, fragrant deep pink.50

DUCHESSE DE BRABANT. Introduced in 1857, it has been a favorite in California gardens ever since, not only for its lovely silvery, soft rose-pink tulip shaped blossoms and delicious tea fragrance, but as a beautiful everblooming shrub as well. Bring back memories and joy of early California days by planting the lovely "Duchesse Rose" in your garden.75

DICKSON'S RED. (Patented). 1940 All-America Rose Selection. Deep scarlet-crimson, fragrant, perfectly formed, borne singly on long stems for vases. 1.50

E. G. HILL. One of the best red roses.50

ETOILE DE HOLLANDE. The leading deep red rose.50

FEU JOSEPH LOOYMANS. Shapely, fiery apricot.50

FRAU KARL DRUSCHKI. Largest pure white.50

GOLDEN DAWN. Fragrant soft yellow. One of the healthiest bushes of its color.50

GOLDEN EMBLEM. Rich golden yellow.75

HADLEY. Velvety crimson.50

HEINRICH WENDLAND. Brilliant red, gold reverse50



ROME GLORY ©

POINSETTIA. One of the most brilliant reds we have ever seen in a rose. The buds are long, the open flowers large and lovely, and they hold their rich scarlet color until petals drop. This is a "must have" in red roses. **\$1.00**

PRESIDENT BOONE. (Pat. applied for). Splendid new deep crimson. Strong, upright grower. **1.00**

PICTURE. Beautiful pink, warmed with salmon. **.75**

PINK DAWN. Lovely rose pink, enlivened with a golden base. **.75**

PRESIDENT HERBERT HOOVER. Cerise, flame-pink and yellow. **.50**

RADIANCE. Bright carmine-pink. **.50**

RED RADIANCE. Cerise red. **.50**

REX ANDERSON. (Pat. rights reserved). Cream, turning to pure white. Handsome large buds and flowers, vigorous and healthy **1.50**

R.M.S. QUEEN MARY. (Pat. No. 249). Beautiful long buds open to lovely blooms of pure salmon pink suffused with orange **1.50**

ROSE MARIE. Clear deep pink. **.50**

SISTER THERESE. Rich yellow, carmine on outer petals. **.50**

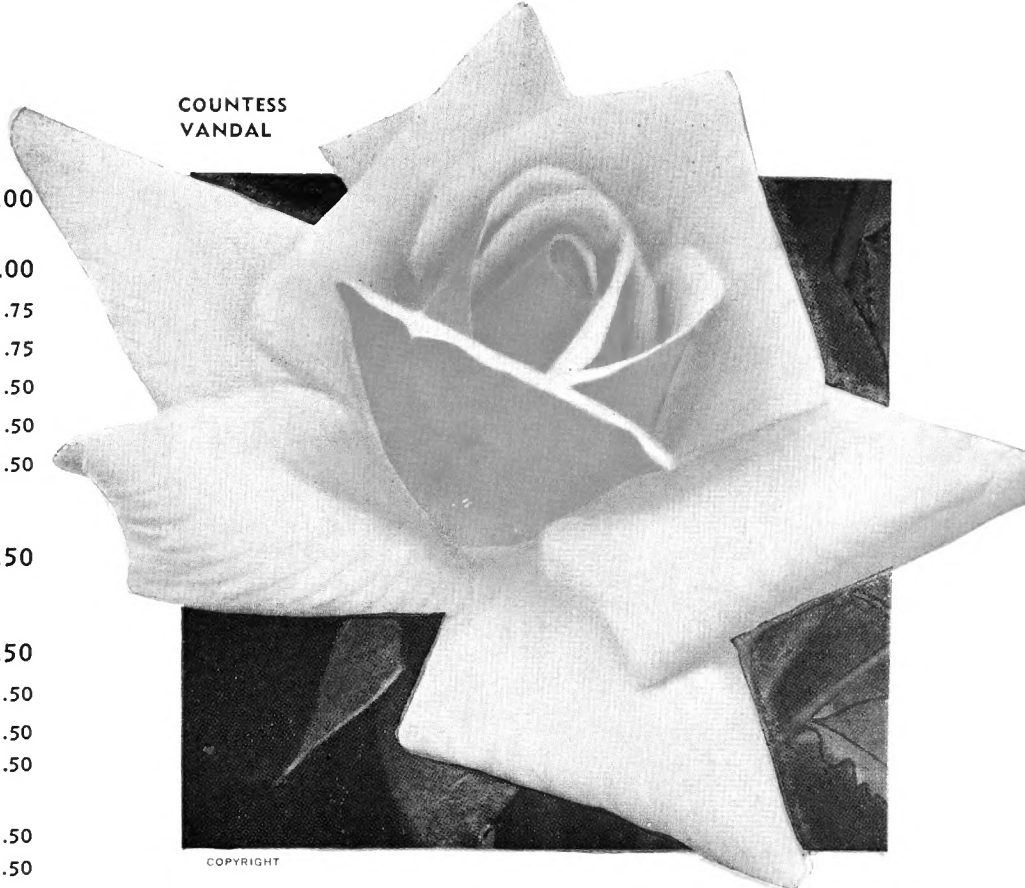
SOUV. DE CLAUDIUS PERNET. Sunflower yellow. **.50**

SUSAN LOUISE. So greatly resembles the popular shell pink climber in bud and foliage that it is aptly often called a bush Belle of Portugal. Large, bushy grower. **.50**

TALISMAN. Rose and gold. **.50**

THE DOCTOR. Already popular in England, this California introduction will soon be one of the most popular rich glowing rose-colored varieties. Large, shapely, long-stemmed **1.00**

COUNTESS VANDAL



COPYRIGHT

THE CHIEF. (Patented). All-America Rose Selection for 1940. Rich rose pink, a favorite color in roses, enlivened by a tone of coral and copper. From its parentage, Chas. P. Kilham and President Herbert Hoover, it inherits strong growth and large blooms. The buds are beautifully shaped, the flowers spicily fragrant. **1.50**

TEXAS CENTENNIAL. (Pat. No. 162). An improved red Pres. Hoover. **.75**

TOPAZ. (Patented). Like Mrs. Finch and Cecile Brunner, this rose has small blossoms that are charming in bud vases, boutonnieres and corsages. Perfect little buds and fully double flowers, borne singly on smooth stems for cutting. Its color is clear deep yellow. Flowers freely all year **1.25**

VICTORIA HARRINGTON. A well-liked scarlet. **.75**

VILLE DE PARIS. One of the best yellow roses. **.75**

WILL ROGERS. Its friendly fragrance, deep red color with velvety blackish shadings, its robust growth and freedom of flower wins it a place in your garden. **1.00**

WORLD'S FAIR. (Patented). All-America Rose Selection for 1940. Blackish crimson, chosen for planting at New York World's Fair because of its continuous blooming and beautiful effect in mass planting. A floribunda type **1.00**

McGREDY'S TRIUMPH

COUNTESS VANDAL. At right above. (Pat. No. 38). Copper, salmon and bronze. **\$1.00**

ECLIPSE. (Pat. No. 172). At left. Long yellow, streamlined buds. Proving a fine variety. **\$1.25**

SIGNORA. (Pat. No. 201). See next page. Bright, warm, orange rose. With its rich color, long stems, extremely vigorous habit of growth and rich glossy foliage it is fast moving toward front rank. **\$1.25**

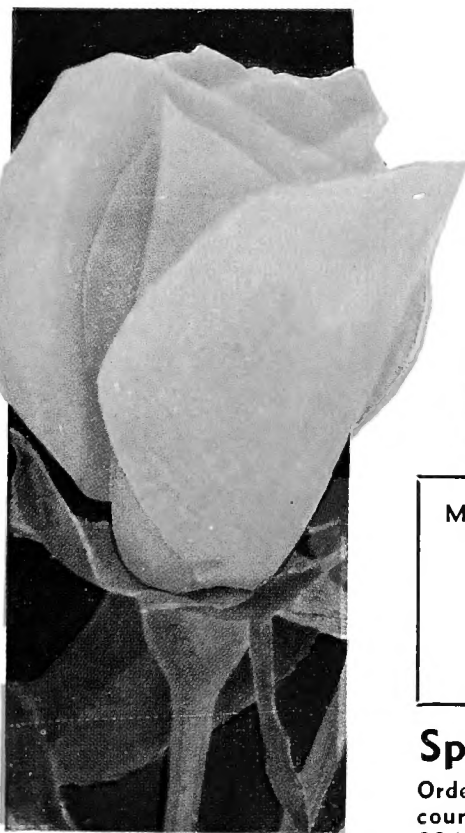
McGREDY'S TRIUMPH. At right. (Pat. No. 190). Brilliant geranium red flushed orange and rose, deepening to rich orange at base. Large, full, beautifully shaped flowers, long stems with handsome foliage. **\$1.25**

Special Quantity Prices

Orders of 10 to 49 Roses, 10% Discount. Orders of 50 or more Roses, 20% Discount on orders of one kind or assorted varieties except patented roses.

The Best Red Rose A New Climber

MRS. PAUL J. HOWARD. (Pat. applied for). A new rose from the great California hybridizer, Mr. Fred H. Howard, plentifully producing flowers so fine that experts from all over the world say that it is their choice of all red roses. The beautiful buds are deep, rich, velvety red, opening to shapely, large, full flowers of unfading color. The fragrance is fine, and the long stems, with excellent foliage make them ideal cutting flowers. Even if you do not have a spot for the climbing rose, plant some of these, grow them staked as tall, free flowering bush roses. **\$1.50**



COPYRIGHT

ECLIPSE



PAUL J. HOWARD'S *Choice Climbing Roses*

The climbing rose brings year around beauty to the garden in California where growing conditions excell for these modern varieties.

BANKSIA. Massive clusters of tiny white double blossoms smother the thornless vines in spring.\$.75

BELLE OF PORTUGAL. Beautiful long buds of salmon flesh. Rampant grower and one of California's most popular climbers.75

BLAZE. A free blooming type of Paul's Scarlet. (Pat. No. 10) 1.00

CHEROKEE. Pink, red, or white large single. .75

CAPTAIN THOMAS. A lovely single rose like Cl. Dainty Bess and Mermaid. It resembles the latter, but is deeper yellow... 1.00

CL. CALEDONIA. Pure white. (new)75

CL. CECILE BRUNNER. Perfect little pink flowers.50

CL. CHAS. P. KILHAM. Rich oriental red flushed scarlet.75

CL. CONDESA DE SASTAGO. Because of its brilliance of coloring, beautiful glossy foliage and good growth, this should become one of our leading climbers. Bright copper rose, reverse of petals gold. .. 1.25

CL. COUNTESS VANDAL. (Pat. No. 38). Beautiful coppery salmon, shapely buds and flowers. 1.00

CL. CARRIE JACOBS BOND. Beautiful large fragrant deep coral rose flowers. Long buds and stems. 1.50

CL. DAINTY BESS. Fascinating single soft pink.75

CL. DAME EDITH HELEN. Huge deep pink. Fine climber.50

CL. DUCHESS OF ATHOLL. Rich bronzy orange.75

CL. ETOILE DE FEU. Large cup shaped blooms resembling L. C. Breslau. Rich, bright, orange-copper. 1.00

CL. ETOILE DE HOLLANDE. Every bit as good as the bush. Rich red.75

CL. FEU JOSEPH LOOYMANS. Lovely apricot yellow.75

CL. GOLDEN DAWN. (Pat. No. 243). Large, fragrant soft yellow. Glossy foliage... 1.00

CL. GOLDEN EMBLEM. One of the best. Deep yellow.75

CL. HADLEY. Fragrant deep crimson.50

CL. HINRICH GAEDE. (Pat. No. 244). Brightest orange. 1.25

CL. HOOSIER BEAUTY. Excellent deep red climber.50

CL. KAISERINE AUGUSTA VICTORIA. Pearly white.50

CL. LADY FORTEVIOT. Large showy flowers of apricot yellow, freely and continuously produced.75

CL. LORD CHARLEMONT. Deep crimson scarlet.75

CL. LOS ANGELES. Flame pink.50

CL. LOUISE CATHERINE BRESLAU. Coppery orange, one of the showiest of all.75

CL. MARY HART. (Pat. No. 8). Beautiful red sport of Talisman, which is one of our best climbers. 1.00

CL. MCGREDY'S IVORY. A new climbing sport of one of the best white roses.. 1.00

CL. MCGREDY'S YELLOW. New. Buttercup yellow. 1.00

CL. MME. EDOUARD HERRIOT. Exceptionally free blooming. Brilliant golden coral red.75

CL. MME. JULES BOUCHE. A fine pure white.75

CL. MRS. HERBERT STEVENS. Pure glistening white. Pointed buds, very lasting. .75

CL. MRS. LOVELL SWISHER. Long coppery salmon-flesh buds.75

CL. MRS. E. P. THOM. Golden yellow, perfectly formed.75

CL. MRS. SAM MCGREDY. (Patented). Copper orange. A new sport of one of the leading, free-flowering bush roses. 1.50

CL. NIGHT. Very dark red. 1.25

CL. PRESIDENT HERBERT HOOVER. Rose, gold and red.75

CL. RADIANCE. Carmine rose.50

CL. RED RADIANCE. Rich carmine red. .. .50

CL. ROSE MARIE. Rose pink.50

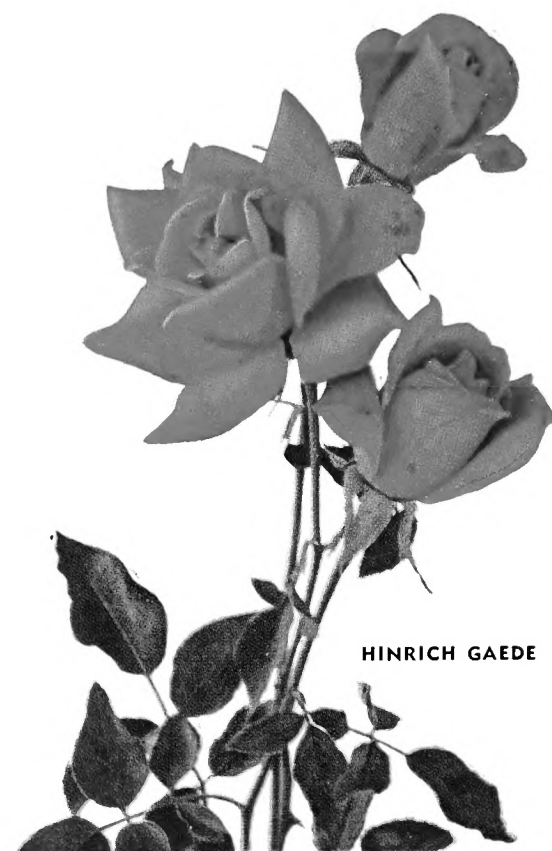
CL. SOUV. DE MME. BOULLET. An outstandingly beautiful golden yellow climber.. .75

CL. TALISMAN. One of the best of all. Pink and gold.75

CL. VILLE DE PARIS. New. Bright golden yellow. Long stems. 1.00

CL. WILL ROGERS. Deep velvety crimson, very fragrant. 1.50

CL. YELLOW CECILE BRUNNER. A yellow form of the popular little pink rose. .. .75



HINRICH GAEDE

EDNAH THOMAS. Resembles Rose Marie in form and color, slightly lighter tone of lively pink. One of the best pink climbers.75

FLASH. (Patented). All-America Rose Selection for 1940. Luminous orange-scarlet, the backs of the petals yellow, suffused scarlet. Blooms freely for several weeks. 1.00

FLYING COLORS. A gigantic rose, in habit of growth like Belle of Portugal, with immense, showy semi-double flowers of bright pink and red.75

GOLD OF OPHIR. Old gold and apricot. .. .75

INDIAN SUMMER. (Pat. applied for). Glowing tints of old gold, old rose, and pink, reminding one of the bush variety Autumn. Vigorous, free blooming, glossy foliage. 1.50

KITTY KININMONTH. Huge glowing carmine rose.50

LAMARQUE. A favorite old fashioned white rose, flowering in masses.75

MERMAID. Large, fascinating single sulfur yellow, with amber stamens, and handsome glossy foliage. Unexcelled for trellis, arbor, fence or as a ground cover for banks and slopes.75

MRS. PAUL J. HOWARD. See list of new roses on preceding pages. The best red rose. 1.50

PAUL'S SCARLET CLIMBER. Masses of brilliant red flowers.50

SILVER MOON. Large, waxy white single blossoms.75

SIGNORA ©



PAUL J. HOWARD'S QUALITY TREE ROSES

Expertly grown, outstanding in symmetry of form, freedom of bloom, attractive foliage, desirable colors, quality of blossoms. Shipped bare root during January and February. Available established in containers all year.

Price, \$2.00 each; Ten for \$17.50

AUTUMN. Red and gold.
CALEDONIA. White.
DAME EDITH HELEN. Pink.
E. G. HILL. Deep red.
GOLDEN EMBLEM. Bright yellow.
HADLEY. Velvety red.
HOOSIER BEAUTY. Crimson-scarlet.
KAISERINE AUGUSTA VICTORIA. White.
LOS ANGELES. Flame pink.
LULU. Coppery salmon-rose.
MARGARET MCGREDY. Vermilion.
MRS. E. P. THOM. Pure yellow.
MRS. SAM MCGREDY. Coral rose.

PRESIDENT HOOVER. Rose and gold.
RADIANCE. Pink.
RED RADIANCE. Red.
ROSE MARIE. Rose pink.
TALISMAN. Rose and gold.
ETOILE DE HOLLANDE. Deep red.
CONDESA DE SASTAGO. Deep gold and scarlet.
MAX KRAUSE. Yellow.
FEU JOSEPH LOOYMANS. Apricot yellow.
SUSAN LOUISE. Shell pink.
VILLE DE PARIS. Rich yellow.

PAUL J. HOWARD'S

California Flowerland Seed Novelties For 1940

We search the world for new and better strains of flower seeds for use in our seed packets and from which we grow our celebrated annual and perennial flowering plants. **California Flowerland Seeds** bring to you the finer creations of specialists who have devoted their lives to the improvement of flowers.

All our seeds are freshly packeted in our own plant—highest germination is assured.

Our new **California Flowerland**, now being constructed on forty acres of ground on National Boulevard at Barrington Avenue, Los Angeles, will be a demonstration center of the world's finest flowers.

Plan to visit this beautiful nursery—see this continuous display of color, ever new with the changing seasons. Order by mail—Paul J. Howard's freshly packeted CALIFORNIA FLOWERLAND seeds are sent postpaid.

1940 ALL-AMERICA SELECTIONS
Judged to be the outstanding flower novelties for this season
Price of all varieties, 25c per packet

PETUNIA GLOW

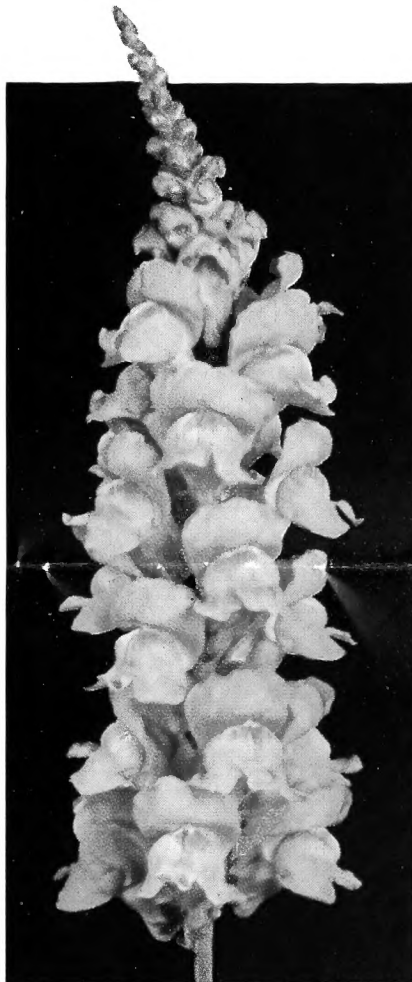
A dwarf compact variety which is very free flowering. Its medium sized single flowers are the richest color yet in this type of petunia, glowing carmine-rose with lighter throat. A very desirable companion flower to Rosy Morn and Heavenly Blue for bedding, borders or window boxes.

PETUNIA CREAM STAR

Of the same dwarf compact type as Glow and literally covered with creamy white flowers all season long. The blooms are bluntly star-shaped, with a star of cream overlying the white.

SNAPDRAGON ROSALIE

The finest in form and habit yet produced in the rust-resistant type of Snapdragons. Rosalie has very large flowers, beautifully spaced on the spikes. Its color is most desirable, intense rose-pink with deeper center, enlivened by a gold suffusion. The plants have a strong central stem, with ten to twenty lateral spikes, especially fine for cutting.



SNAPDRAGON ROSALIE

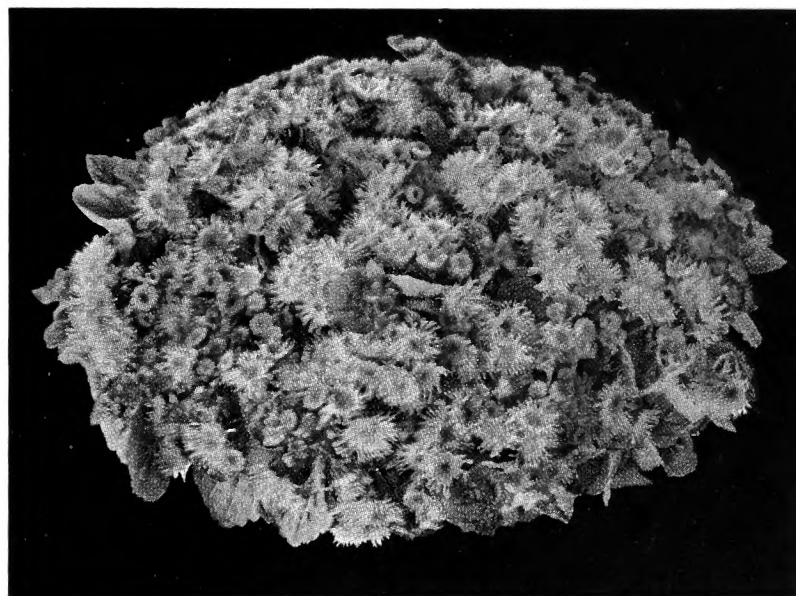
AGERATUM MIDGET BLUE

We have always been seeking a free-flowering Ageratum that would come true from seed. Midget Blue is the dwarfest, most uniform, prolific bloomer of the midget class. The plants are three to four inches high simply smothered with dense tufts of rich blue flowers. Ideal for neat edgings, borders and low colorful beds.

SALVIA ROYAL BLUE

A perennial Salvia of the farinacea type. Erect in habit, flowers rich blue, giving abundant long stemmed spikes for cutting.

ALL-AMERICA SELECTIONS
Any of above varieties—
Per Packet 25c



AGERATUM MIDGET BLUE

CONVOLVULUS. LAVENDER ROSETTE

An attractive free flowering morning glory for rock gardens, borders or bedding. It makes a delightful rosette of leaves, spreading a foot or more, and bearing clusters of 1 1/4 inch flowers. There is white in the throat with dark blue veining; very pretty.

SWEET PEAS. NEW SPRING FLOWERING SPENCERS

This new class of sweet peas is more heat-resistant than others, and blooms between the Earlies and the Summer Flowering type. The vines are tall and the flowers long stemmed.

SPRING ROSE PINK. Giant Rose Pink on white ground.

SPRING BLUE. Clear mid-blue.

SPRING LAVENDER. Clear rosy lavender. Large wavy flowers.

SCABIOSA HEAVENLY BLUE

An attractive scabiosa of neat habit. It is of a new rounded bush form, less than two feet high, bearing a profusion of azure blue flowers, which are fully double, high crowned and ball-like in appearance. They seldom need staking and produce loads of flowers until October.

MARIGOLD YELLOW PYGMY

Dwarf French ball type, growing only eight inches high, covered with double button-like flowers of soft lemon yellow. Uniform in growth, for edging and bedding.

MARIGOLD LIMELIGHT

An entirely new color for this popular flower, pale primrose or deep cream. The flowers are the incurved Chrysanthemum type, very early and free. Growth very strong, fine cut flower.

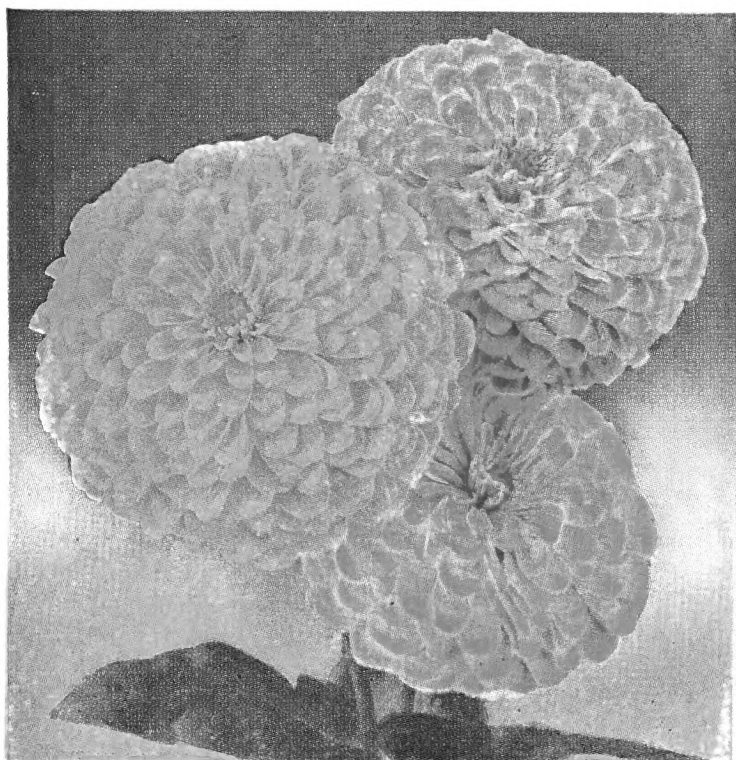
ALL-AMERICA SELECTIONS
Any of above varieties—
Per Packet 25c

PAUL J. HOWARD'S

Flower Seeds--New Selected Strains for 1940



PHLOX SALMON GLORY



ZINNIA—NEW PASTEL TINTS

Alyssum. Violet Queen

A dwarf compact plant and very floriferous; the flowers are of a very pretty bright violet tint. Many shades deeper than Lilac Queen. **Packet 25c.**

Antirrhinum (Snapdragon) Magic Carpet

A new dwarf Tom Thumb variety of creeping habit, six to eight inches in height with masses of short flower spikes in a soft pink. Excellent for borders or rock gardens. **Packet 25c.**

Aster. Early Giant Wilt Resistant

The finest large flowered, heavy stemmed wilt resistant Aster yet developed. Flowers are of the large Giants of California type, while the plants are less tall, about 1 1/2 feet in height, with strong heavy stems. It is very early blooming. An exceptional new class.

GIANT LIGHT BLUE. Clear light blue. **Packet 25c.**

Aster. Improved Giants of California

The finest Asters yet produced. Immense fluffy flowers on long sturdy stems. White, Peachblossom, Pale Pink, Light Blue, Light and Dark Purple, Deep Rose, or above colors mixed. **Packet 25c. 5 Packets \$1.00.**

Phlox Gigantea. Salmon Glory

A medium height annual Phlox with gigantic florets of flowers measuring 1 1/4 to 1 1/2 inches in diameter. The color is a pure Salmon Pink with a distinct creamy-white eye. This combination with its clear, clean, crisp appearance makes one of the most beautiful color combinations. **Packet 25c.**

Phlox Gigantea. New Art Shades

The same type as Salmon Glory and carries a most wonderful range of colors in soft art shades. The soft colors blended together make a splendid mixture and a color combination never before seen in annual phlox. The plants are about 9 inches high. **Packet 25c.**

Dahlia. New Dwarf Hybrids

Since the Unwin Dwarf Hybrids were introduced in 1928 we have been selecting to increase the proportion of doubles from seed. This strain contains the highest percentage of true doubles and a wider range of colors. Some of the lovely new colors are: Shades of Yellow, Scarlet, Terra Cotta, Crimson, Lavender, Pink, Cream, White, etc. Height, 1 1/2 feet. **Packet of 25 seed, 25c.**

Dahlia. New Coltness Hybrids Improved

For a number of years we have devoted a great deal of time and space in the trial ground to the development of a better strain of the Dahlia Coltness Hybrids. We now offer a superior strain with a greatly increased range of colors and shades that we feel are particularly outstanding. Height, 1 1/2 feet. **Packet of 35 seed, 25c.**

Zinnia. Super Pastel Tints

The flowers are large and showy, 5 to 5 1/2 inches in diameter, midway between the Dahlia Flowered and California Giants as to type. Strictly a mixture of pastel tints, it contains a wide range of pastel shades, including soft Yellow, Old Gold, Light Pink, Apricot, Salmon, White and Cream. Delightfully soft, yet colorful for garden decoration, and unexcelled for cutting. The plants are strong and robust. **Packet 25c.**

Scabiosa. Imperial Giant. Blue Moon

The flowers of this new type are composed entirely of broad heavy, wavy petals, eliminating entirely the pincushion center of the old type of Scabiosa. The color is a deep rich lavender blue, a shade which maintains its effectiveness indoors or out. The plant is of tall upright growth and the flowers borne on long wiry stems ideal for cutting. **Packet 25c.**

Nierembergia Coerulea. (Hippomanica) Dwarf Cup Flower

This little blue dwarf Cup Flower will outbloom any flower we have growing. It starts flowering when the plants are only about two inches tall, and keeps on right up until the late fall. Plants are definitely dwarf, compact and not over 5 or 6 inches tall, with a spread of 8 to 10 inches. As an edging plant, for the border along the walk, or to outline beds of larger flowers it has no equals, while for use in the rockery it is unexcelled and is extremely lovely in a window box or in flower pots. **Packet 1,000 Seeds, 25c.**

Petunia. Martha Washington

This Petunia is a ruffled nana compacta type. Its growth is 9 inches high and it forms a ball effect, smothered with frilled blooms three inches in diameter. The frilled portion of the flower is a blush pink, the center portion is veined a wine red deepening in the throat, which is large, to dark violet. Fine for bedding. Window boxes or pot plants. **Packet 25c.**

Petunia. Betsy Ross

Since the introduction of Martha Washington we have looked forward to the addition of other colors in this fine type of Petunia. The color of Betsy Ross is red and white, with the white blending to golden and the red blending to very deep red in the throat. The color combination gives the individual plant, as well as a row of plants, a decidedly gay effect, particularly since the plants are so uniform and compact and so completely covered with ruffled blooms. **Packet 25c.**

Petunia. Violet Blue

The grand color of this new Petunia, which is a rich violet with a bright blue cast, justifies its being classed as the most important addition to the name compacta group. The plants are symmetrical with clean dark foliage which is hardly visible due to the great number of rich, violet blue flowers. **Packet 25c.**

Petunia. Rose Crepe de Chine

For form and habit this new Petunia belongs in the Miniature or Gem class, but for texture of petals it belongs in a class of its own. The petals remind us of Crepe de Chine which the dictionary defines as "Soft gauzy material crinkled like crepe" or "a thin smooth silk crepe". The medium sized flowers of rich rose are also waved and the plant is very floriferous. **Packet 25c.**

Petunia. Dainty Lady

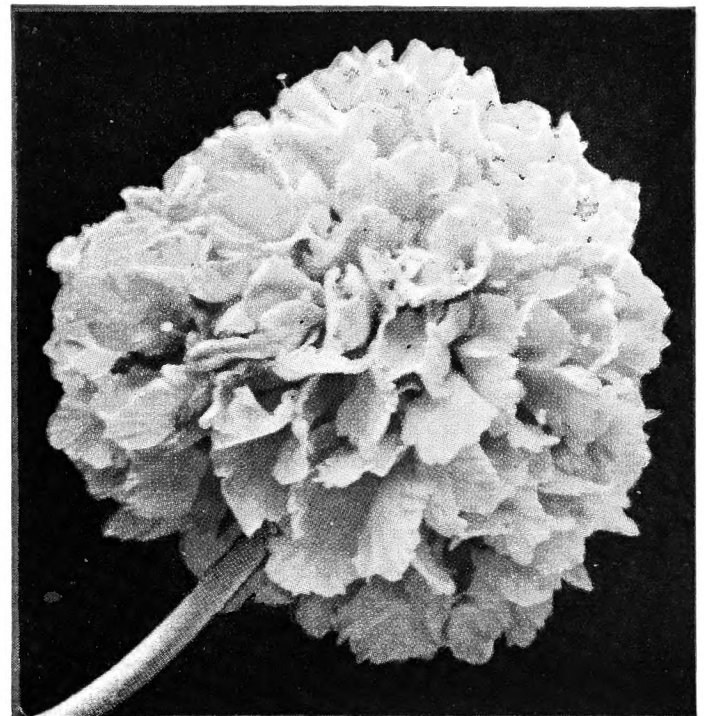
Dainty Lady is a compact Grandiflora single fringed type Petunia which is dainty and attractive with masses of medium size fringed flowers of pale yellow. **Packet 25c.**

Petunia. Super Fluffy Ruffles

This new strain of Petunia Fluffy Ruffles is a vast improvement over the old type and with much larger flowers, so ruffled and frilled that they have the appearance of being double. This strain is practically one hundred per cent true. It has a well balanced mixture of shades as: Pink, Salmon, Rose, White, Crimson, and Light Blue, but the outstanding beauty is the loveliest frills and ruffles imaginable. **Packet 25c.**

Delphinium. New Pacific Giants

A new strain originated on the Pacific Coast. Huge two and three toned metallic blue shaded flowers, beautifully spaced on well balanced spikes, thin woody stems. Comparatively mildew resistant, this strain is practically 100 per cent double. Mixture of many shades of Blue, Violet and Lavender. **Packet 50c.**



SCABIOSA BLUE MOON



DWARF CUP FLOWER



~~PETUNIA MARTHA WASHINGTON~~
PETUNIA BETSY ROSS

(Continued on next page)

FLOWER SEED NOVELTIES

Continued

Carnation. Perpetual Giants

The finest strain of large flowering type that has been developed from seed. The plants are of robust habit; they form ten to twenty stalks, bearing huge flowers of fine form. Very double and strongly clove scented.

BLOOD RED. Dark Crimson.

CANARY YELLOW. Clear Yellow.

MONT BLANC. Pure White.

ROSE KING. Rose Pink.

ROSE QUEEN. Deep Rose.

ROSE SUPREME. Flesh Pink.

SALMON GLORY. Salmon Rose.

SPECTRUM RED. Intense Scarlet.

Separate colors or mixture of above colors. **Packet 100 seeds, 25c.**

Larkspur. Giant Imperial. Rosalind

A new color in Larkspur, rose with just enough suffusion of salmon to create a most pleasing new shade of rose pink. The plant is base branching in habit with six to eight side branches. The spikes are wiry and the blooms non-shattering, a very desirable new feature for the cut flowers. **Packet 25c.**

Larkspur. Giant Imperial. Montrose

This variety, like Rosalind, is a true Giant Imperial (base branching) and non-shattering. The color is a clear rose pink. The florets are exceptionally large, well and closely set on wiry spikes three to four feet long. **Packet 25c.**

Summer Spencer Sweet Peas

Paul J. Howard's famous mixture of Spencer Sweet Peas with many new shades and new novelties added. **BRILLIANT MIXED** in eighteen shades and colors. **Packet 15c. Ounce 50c.**

Verbena. Giant Brilliant

The color of this new Verbena is a rich, deep, flame rose, with a medium sized white eye. The white eye helps to bring out the intense flame color in the rose. This is one of the richest colored Verbenas we have ever introduced. **Packet 25c.**



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HECTOR DEANE

(See description in Rose List)

Plan to visit our wonderful rose garden during the spring blooming season—just one of the many great attractions in our new CALIFORNIA FLOWERLAND on National Blvd. at Barrington Ave. Spring Opening Date will be announced.